Addressing: Technology and Business Strategy

❑ **Mission: promote excellence in Addressing and application of address information in mailer's Business Strategy**

- **improved education**
- **collective discussion, proposal, and evaluation of the costs and benefits of current and future address processes and technology**

❑ **62 Participants**

❑ **59 Issues**

- ❑ Review of prior educational material
  - SuiteLink Flow
  - USPS Handling
  - ACS Codes
- ❑ Review of new USPS.com Address Lookup
  - Recommendations
  - Requests
- ❑ Non-Issues - closed
- ❑ No Value - closed
- ❑ Minimal Impact - approved

❑ Review and education on handling of PO Box address with PO closings

❑ Changes to Alias tables

❑ Track and Review of Requested and Proposed Changes (value vs cost)
  ➢ New SuiteLink footnotes
  ➢ NCOAlink Name Matching

❑ CASS Release Schedule coordination

❑ Next CASS Cycle Update

❑ CASS Certificate Modification

❑ **Electronic Product Fulfillment**

❑ **F/S ACS Dual Fulfillment**
  ● Current temporary program
  ● New temporary program and efforts

❑ PO Box Street Addressing plans and impact on mailers and addressing products

❑ ACS
    ❑ Foreign record formats
    ❑ OneCode/ F/S fulfillment differences
        ❑ F/S unassociated records
        ❑ F/S non-qualified records

❑ Review of "Guide to Move Update"